

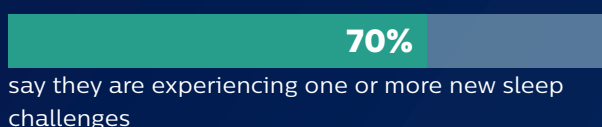
A year since the start of COVID-19, Asia Pacific's sleep issues loom large



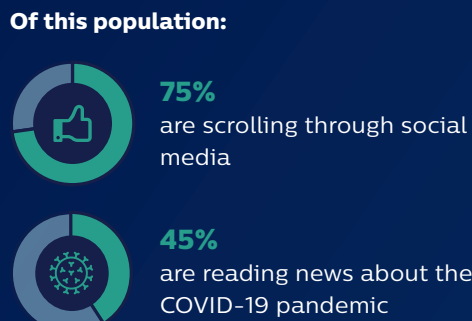
Unsurprisingly, sleep worsened during the past year.

In recognition of World Sleep Day 2021, Philips commissioned its annual survey with KJT Group, interviewing more than 13,000 people across 13 countries to discuss sleep behaviors. COVID-19 has impacted every facet of daily life, and the survey found that sleep health is no exception.

APAC's adults recognize they aren't sleeping enough:



Cell phone use in bed is more common



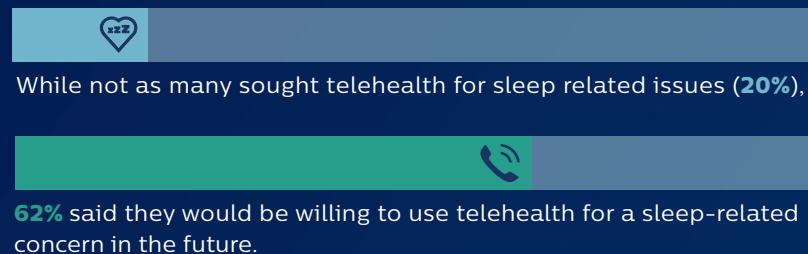
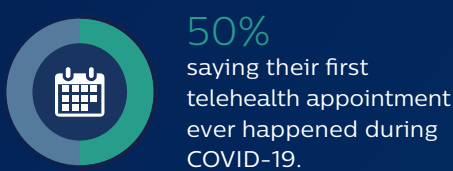
Tip
Put your phone to bed before you put yourself to bed to maximize sleep!

Many in APAC are seeking online, telehealth resources to solve sleep issues

There's also been an increase in the use of online resources and telehealth to address sleep issues.

More than one-third turned to online resources (specifically online search engines) to learn more about sleep/treatments to improve sleep, with

72% of those having used them for the first time during the COVID-19 pandemic.



Did you know?
Philips SmartSleep Analyzer can help you figure out what sleep issues may be keeping you up at night. It only takes 10 minutes: www.smartsleep-analyzer.philips.com

Gender plays a role in sleep discrepancies. Globally, women are..

experiencing a new sleep challenge



currently suffering from insomnia



more likely to report that COVID-19 has negatively impacted their sleep routines



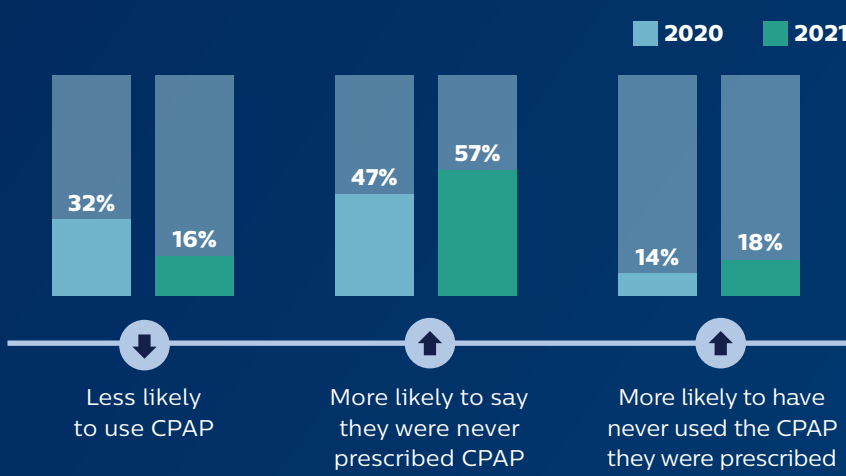
and their ability to sleep well



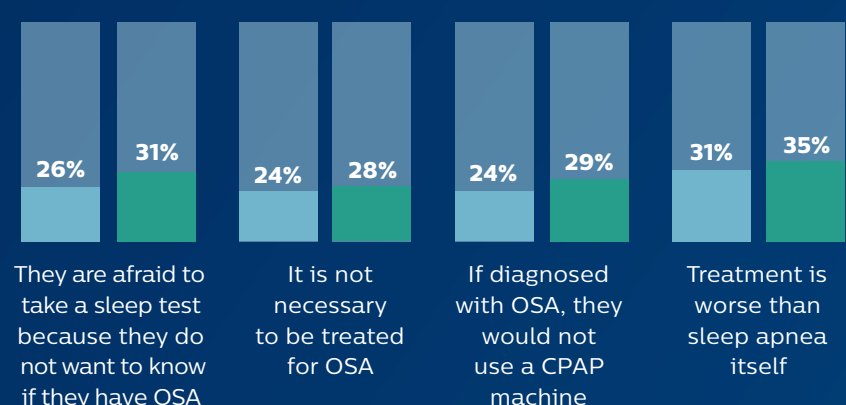
Sleep apnea patients are struggling.

Despite the prevalence of sleep apnea and the variety of solutions to treat this condition, sleep apnea patients struggled to adhere to CPAP therapy over the past year, and previous negative attitudes around the condition are more common.

Compared to 2020¹, people in APAC who say sleep apnea impacts their sleep are significantly:



Among those who do not suffer from sleep apnea, consumers are more likely to agree:



These shifts in negative attitudes towards sleep apnea are concerning, especially for an already stigmatized condition. This is why Philips is committed to raising awareness around the importance of treatment, and creating solutions that offer:

- Comfort
- Ease of Use
- Connectivity

The stigma around sleep apnea is keeping people from getting the help they need. If you think you may have sleep apnea, talk to your doctor to identify the best treatment plan for you.

To see more findings from this year's World Sleep Day survey, please visit: philips.com/worldsleepday.

¹ more/less likely compared to 2020.